

invention described herein, and all statements of the scope of the invention which, as a matter of language, might be said to fall there between.

Having described the invention what is claimed is:

- 1 1. A method of printing a receipt which includes an image, comprising:
2 downloading transaction information;
3 retrieving an image associated with said transaction information;
4 converting said image into a pixels matrix representation;
5 printing at least one scan line by selectively printing pixels corresponding to said pixel
6 matrix representation.
- 1 2. The method of printing a receipt according to Claim 1 wherein said transaction
2 information includes image information.
- 1 3. The method of printing a receipt according to Claim 1 further comprising:
2 converting said image into a dithered black-and-white pixel matrix representation.
- 1 4. The method of printing a receipt according to Claim 1 further comprising:
2 converting said image into a grey scale representation.
- 1 5. The method of printing a receipt according to Claim 2 wherein said image information is
2 a file name.
- 1 6. The method of printing a receipt according to Claim 5 wherein said retrieving said image
2 includes downloading said image from a remote location.

1 7. The method of printing a receipt according to Claim 2 wherein said image information is
2 a Universal Resource Locator (URL).

1 8. The method of printing a receipt according to Claim 7 wherein said retrieving said image
2 includes downloading said image from a remote location identified by said URL.

1 9. The method of printing a receipt according to Claim 1 wherein said scan line is printed in
2 a predetermined location on said receipt.

1 10. A method of printing a coupon which includes an image, comprising:
2 monitoring transaction information;
3 retrieving an image associated with said transaction information;
4 converting said image into a pixel matrix representation; and,
5 printing at least one scan line by selectively printing pixels corresponding to said pixel
6 matrix representation.

1 11. The method of printing a coupon according to Claim 10 further comprising:
2 comparing said transaction information to a database; and
3 downloading image information from said database responsive to a match.

1 12. The method of printing a coupon according to Claim 11 further comprising:
2 converting said image into grayscale.

- 1 13. The method of printing a coupon according to Claim 12 further comprising:
2 converting said grayscale image into dithered black-and-white pixels.
- 1 14. The method of printing a coupon according to Claim 11 wherein said image information
2 is a file name.
- 1 15. The method of printing a coupon according to Claim 10 wherein said retrieving said
2 image includes downloading said image from a remote location.
- 1 16. The method of printing a coupon according to Claim 11 wherein said image information
2 is a Uniform Resource Locator (URL).
- 1 17. The method of printing a coupon according to Claim 16 wherein said retrieving said
2 image includes downloading said image from a remote location identified by said URL.
- 1 18. The method of printing a coupon according to Claim 11 wherein said scan line is printed
2 in a predetermined location on said receipt.
- 1 19. A system for printing a coupon or receipt which includes an image, comprising:
2 a work station capable of connecting to a network;
3 a printer in electrical communication with said work station; and,
4 software loaded on said work station, wherein said software is configured to

5 download image information from a remote location; and,
6 convert an image associated with said image information into a pixel matrix
7 representation; and,
8 wherein said printer is configured to print at least one scan line by selectively printing
9 pixels corresponding to said pixel matrix representation.

1 20. The system according to Claim 19 wherein said network includes the Internet.

1 21. The system according to Claim 19 wherein said software is further configured to convert
2 said image into a black-and-white representation.

3 22. The system according to Claim 19 wherein said work station includes a kiosk.

4 23. The system according to Claim 19 wherein said work station includes a Point-Of-Sale
5 (POS) terminal.

1 24. Apparatus for receipt generation comprising:

2 a coupon generator coupled to an input port of said apparatus, to receive and process
3 purchase information relating to a transaction, said coupon generator providing at least one index
4 pointer responsive to said purchase information; and,

5 a coupon image database having accessible a plurality of coupon fields for storage and
6 retrieval of coupon images, said coupon generator incorporating a related coupon image with

7 said purchase information for transmission to an output port.

1 25. A method of advertising by printing an image on a receipt or coupon, the method
2 comprising:

3 downloading image information from a database;

4 retrieving an image associated with said image information;

5 converting said image into grayscale;

6 converting said grayscale image into dithered black-and-white pixels;

7 converting said dithered pixels into a pixel matrix representation; and,

8 printing at least one scan line by selectively printing pixels corresponding to said pixel
9 matrix representation.

1 26. The method of advertising according to Claim 25 further comprising:

2 monitoring transaction information and comparing said monitored information to
3 information in said database; and

4 determining said image information to download based upon said comparison.